

# The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

**MOTIVATIONS FOR PARTNERSHIPS:**  
Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of partner's resources and activities

Partenaires clefs : organismes de la santé influents (OMC, ordre des médecins, etc.)

Fournisseurs clefs : constructeurs de tablettes

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

**CATEGORIES:**  
Production  
Problem Solving  
Platform/Network

Amélioration du produit

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

**KEYWORD RESOURCES:**  
Physical  
Intellectual (brand, patents, copyrights, data)  
Human  
Financial

Feedback client pour améliorer la solution de communication.

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

**CHARACTERISTICS:**  
Novelty  
Performance  
Customization  
"Getting the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Convenience/Usability

Permettre la communication en milieu médical (pharmacie en premier lieu) et ainsi générer plus de ventes.

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

**EXAMPLES:**  
Personal assistance  
Dedicated Personal Assistance  
Self-Service  
Automated Services  
Communities  
Co-creation

Position de salvateur et/ou de générateur de ventes

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

**CHANNEL FRAME:**  
1. Awareness  
How do we inform customers about our company's products and services?  
2. Evaluation  
How does the customer evaluate our organization's Value Proposition?  
3. Purchase  
How do we allow customers to purchase specific products and services?  
4. Delivery  
How does the customer receive the value proposition's components?  
5. After sales  
How do we provide post-purchase customer support?

Prospection  
Ordre des pharmaciens  
Bouche à oreille

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

**BY YOUR BUSINESS MODEL:**  
Cost Driven (focused on cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focused on value creation, premium value proposition)

**SAMPLE CHARACTERISTICS:**  
Fixed Costs (salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope

R&D + Tablettes + supports physiques + assemblage

## Revenue Streams

For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

<b>TYPES:</b> Asset sale Usage fee Subscription Fees Licensing/Licensing/Leasing Licensing Revenue fees Advertising	<b>FIXED PRICING:</b> Low Price Product/feature dependent Customer segment dependent Volume dependent	<b>DYNAMIC PRICING:</b> Negotiation (bargaining) Yield Management Real-time Market
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Ventes directes auprès des pharmacies positionnées sur notre segment